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In this Issue:

- Welcome!
- Meet Bonny Peterson
- Library to Library
- NexGen YS: Blogtrain Manifesto
- Young Adult Corner
- Book Look
- Upcoming Events
- Summer Reading News
- School Zone
- Know the Numbers
- A Closer Look at How Libraries Can Tap into the Science of Shopping
- Tips & Tools
- News Beyond Idaho



Welcome

ILA announces new award for school librarians.

Recognize your outstanding school library program with this new award from Idaho Library Association (ILA) and Follett Library Resources. If you know of an exceptional school library program (individual school OR district), consider sharing the success with the library community by nominating the program for this annual award. **The application deadline is May 31, 2006.** Details and nomination forms can be found at this website: www.idaholibraries.org/awards/index.htm .

 The correct date for the Magic Valley **spring ILA conference is May 19** at the **College of Southern Idaho**. To register contact Steve Poppino (208)732-

6504 or Jennifer Hamilton (208) 536-6195. You can see the [complete program by clicking here](#).

 **Registration for the "Evolving Library Services for Digital Natives Conference closes on May 19th** with notification of selection being made by June 2, 2006. There's still space and time to register! To sign up go to www.lili.org/futures/ and complete the quick application form. The Conference will be held **July 11-13, 2006 at the Hilton Garden Inn in Eagle**. Idaho State Library will pay expenses for attendees who work beyond a 50 mile radius from Boise.

The conference starts with an evening event, Tuesday, July 11, with internationally known speaker Stephen Abram. Attendance at the Tuesday night event is open to the public. Any questions may be directed to [Charlie Bolles](#) at 1-800-458-3271. Plan on attending!

 The deadline for public libraries to participate in the **Read to Me First Book program is May 26**. For more information and the application form, go to www.lili.org/read/readtome/firstbooks.htm.

 Speaking of the **Read to Me program**, the State Library Board at their April 28 meeting, approved a staff request to **seek \$207,000 in state funds** to support the Read to Me program. Getting support from the newly-elected Governor and legislators during the 2007 legislative session will be crucial to securing funding for this early literacy program. The funding would allow more libraries to increase kindergarten and reading readiness among at-risk children age 0-6 and reach more children through their summer reading programs. We'll also be able to open programs like First Book to eligible school libraries. Stay tuned for more information!

 Interested in the future of libraries? **Consider serving on the Special Projects Library Action Team (SPLAT)**. For more information or to apply, complete the online form located at www.lili.org/futures/splat-app.htm by May 26th.



Meet Bonny Peterson

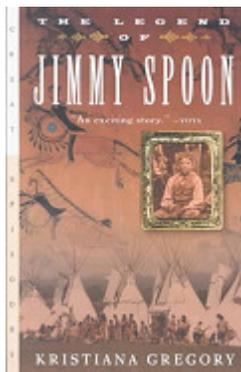
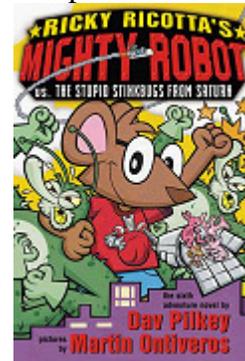
For the past three years, **Bonny Peterson** has been the Library Assistant at **West Elementary School in Mountain Home**. West is one of three elementary schools in the Mountain Home School District with students in grades K-4. Because Mountain Home is a military community, the school has a diverse student population.

Bonny works with all the students in kindergarten through fourth grade and is responsible for all library functions and services – story time, collection development, and library instruction – to name a few of her activities.

Bonny didn't start out intending to be a school librarian, but that's exactly what happened. "I was a 10-year classroom / office volunteer in the Mountain Home School District," she says. "When my kids were in high school, I put in for a receptionist job and ended up in the library. I then realized I could make a difference with some of the children that don't enjoy reading, since I had been one of them. I started focusing on games and contests – anything to get them to read."

Working with children that do not enjoy reading is Bonny's biggest challenge. The rewards of seeing changes in their reading habits is her favorite part of the job.

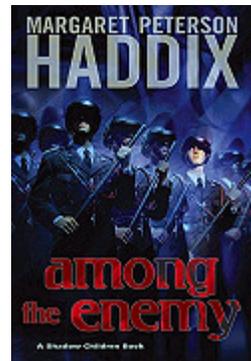
When asked her favorite children's author and favorite children's book, Bonny's response was, "Picking one is not fair! I like Pilkey because his books help get boys reading that don't enjoy it."



"Kristiana Gregory's *The Legend of Jimmy Spoon* is just a good story; I enjoy her other books also. *The Barking Mouse* by Antonio Sacre is a funny book with a universal meaning that is very relevant."

Bonny also likes the Kathryn Lasky's series, *Guardians of Ga'Hoole* and the *Shadow Children* series by Margaret Peterson Haddix.

Bonny says, "I didn't read as a child, but I am making up for it now!" Recently, she has read *Stranded*, by Ben Mikaelson "... and a ton of self-help books."



When not working at the school library, Bonny has a variety of activities that keep her busy – "volunteering with the Boy Scouts, playing cards, scrap booking, motorcycle and snowmobile riding." She says, "My children have kept me busy all these years. With my youngest graduating from high school this year, I will be up for new hobbies."

[Editor's note: Peggy and I had the chance to spend not one, but two Summer Institutes with Bonny. Two fun facts about her: 1) She enjoys microwaving items (like a bar of soap or different fruits) just to see what will happen to them; 2)

Bonny's sister is Cheryl Taylor, director of the Patricia Romanko Public Library in Parma. Watch out when these two get together at library functions! - sbw]



Library to Library

Payette Public Library hosts "Mighty Machines" program

The Payette Public Library hosted a great "Mighty Machines" program in April. They worked with the city's public works department to bring in a street sweeper, dump



truck, water truck and other assorted machinery that kids are fascinated by. Youth Services Librarian Teresa Lynch found five-dozen plastic hard hats for the kids for \$9.

They're highlighting their construction books and using some "Bob the Builder" stickers and items. Teresa says this is one of their most popular programs of the year and doesn't take that much effort to coordinate. From the smiles of the children in these photos, it looks like it's well worth the effort!



New Plymouth library patrons come in droves to see butterflies

Library Director Talya Nay reports, "The butterfly tower and coloring contest was the most successful, fun, educational, entertaining, promoting program that the Armoral Tuttle Public Library has ever hosted. We began March 27th with 15 butterfly larvae in a cup of nectar (purchased from [Delta Education](#)) placed in a netted butterfly tower. The rate the larvae grew amazed us all (see photo at right). The next stage of butterfly life is forming the chrysalis. We only had two larvae make it to this stage. Our



hypothesis is the library is too dry and the nectar dried out too fast. The last stage of life is the hatching butterfly. We missed this birthing experience because the butterfly chose to make his début during our closed hours, but we were very excited to see it fluttering around in the tower upon opening. We set the butterfly free in the flowers that surround the library and hope it will continue the butterfly cycle by laying more larvae eggs."

Talya said the coloring contest they hosted along with the butterfly tower drew over 40 participants ages 3 to 30+. "It was a lot of fun hanging the pages and watching everyone scrutinize the competition." She can't get over how successful the program was for as little money as they spent to order the tower and put on the contest. "We will be sure to make it an annual library event!" she said.

Mountain Home Public Library celebrates the end of construction with a giant grand opening party

Mountain Home Public held a standing-room only grand opening on March 25 for their newly remodeled building. Their expansion project, approved by voters in 2004, doubled the size of the



old building and features a greatly expanded juvenile department, public meeting room, more public access computers, an informal reading area, a patio, and a Moxie Java coffee area.

The children's area (see photo at right) is great for crafts since they didn't use carpet in that area. Rugs, big stuffed animals, a rocking chair and tons of natural light make the space feel homey and fun. Children's librarian Robin Murphy said she will be moving her desk closer to the area since the sight lines from the main desk are somewhat obstructed, but she loves the new facility. They were going to host a big pizza party for area children and teens in the patio / reading area near Moxie Java to give the new floors the true kid-proof test!

Watch for photos in the next issue of *The Scoop* of the newly expanded Jerome Public Library!



NexGen YS: Blogtrain Manifesto

By Dylan Baker

*[Editor's note: **The Clue Train Manifesto: The End of Business as Usual** by Rick Levine, David Weinberger, Christopher Locke, Doc Searls (Perseus Publishing, 2000) is a business book that grew out of a web site. The book looks at the impact of the Internet on business and society through 95 Theses.]*

Cluetrain Manifesto Thesis #6: “The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.”

I spent my last two articles (“[Mission IM Possible](#)” and “[The Need for Feeds](#)”) discussing how we can use new technologies to communicate and inform ourselves within our profession. However, internal discourse and discovery won't do us much good if that's all we concentrate on. Technology can also help us look outside of ourselves and focus on the most important audience – our public.

CM Thesis #19: “Companies can now communicate with their markets directly. If they blow it, it could be their last chance.”

[Blogs](#) (also known as weblogs) have been around for more than a decade, but only recently made the leap into the business world. Libraries have just begun to tap their potential in creating fast, easy communication pipelines to their patrons. [Ann Arbor District Library](#), (Michigan) often praised by other libraries for their innovation, went so far as to position blogs as the centerpiece of their new website. Closer to home, the Idaho State Library started piloting an [e-Branch in a Box project](#) that promises to bring websites – and blogging – to all Idaho libraries.

CM Thesis #40: “Companies that do not belong to a community of discourse will die.”

Blogs help share and spread information, but they're far more than press releases. Ideally, they enable a two-way flow of communication, as patrons comment on what you and they have to say. Their blog comments will always be more immediate, direct and relevant than any feedback you obtain from comment cards and surveys. By empowering the voices of your patrons, you can choose to provide them with the best possible library they can imagine.

CM Thesis #75: "If you want us to talk to you, tell us something. Make it something interesting for a change."

Contrasting again with press releases, it's imperative to realize that blogging is anything but carefully-scripted advertising. Your patrons will see right through that façade and ignore anything else you have to say. Blogging, at its best, is a medium of transparency, honesty and humility. Anything less will be tuned out as nothing more than marketing propaganda. Blogging is an opportunity for your library to connect one-on-one with your users virtually, beyond the confines of your physical space.

CM Thesis #89: "We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with."

Blogging is cheap, easy and effective (not to mention a whole lot of fun as well). But the clock is ticking and there isn't much time left for libraries to get onboard before we're left entirely out of the conversation. We need to make ourselves part of the evolving digital commons to reach our patrons and our would-be patrons. It's up to us to fulfill their information needs wherever and whenever. For, if we don't, they'll forget us and find someone else who can and will meet their needs. Plunge in, board the blogtrain and start talking to your patrons – you (and they) won't regret it.

CM Thesis #95: "We are waking up and linking to each other. We are watching. But we are not waiting."



***Talk Back:** Dylan welcomes your feedback. Just e-mail [Peggy](#) or [Stephanie](#) and we'll print your comments in *The Scoop*.*

Young Adult Corner

If you are looking for library materials for teens, you will want to see the "YALSA's 2006 Selected Videos/DVDs & Audiobooks for Young Adults" in the April, 2006, issue of *School Library Journal*. Featured materials are recognized for technical merit, content, and appeal to the target audience. *School Library Journal* can be accessed through [LiLI-D](#) or you can visit the YALSA web site: <http://www.ala.org/ala/yalsa/booklistsawards/selecteddvds/06svdvd.htm> and <http://www.ala.org/ala/yalsa/booklistsawards/selectedaudio/06audio.htm>.

YALSA announces Top Ten Best Books for Young Adults 2006

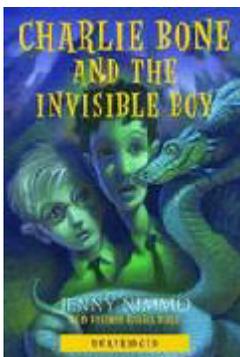
1. Akbar, Said Hyder and Burton, Susan. *Come Back to Afghanistan: A California Teenager's Story*. Bloomsbury, 2005. \$24.95. (1-58234-520-1).
2. Bartoletti, Susan Campbell. *Hitler Youth: Growing Up in Hitler's Shadow*. Scholastic, 2005. illus. \$19.95. (0-439-35379-3).
3. Buckhanon, Kalisha. *Upstate*. St. Martin's, 2005. \$19.95. (0-312-33268-8).
4. Green, John. *Looking for Alaska*. Dutton, 2005. \$15.99. (0-525-47506-0).
5. Lynch, Chris. *Inexcusable*. Simon & Schuster/Atheneum, 2005. \$16.95. (0-689-84789-0).
6. Meyer, Stephanie. *Twilight: A Novel*. Little, Brown/Megan Tingley, 2005. \$17.99. (0-316-16017-2).
7. Vaughan, Brian K. *Runaways: Volume 1 HC*. Illus. by Adrian Alphona. Marvel, 2005. \$34.99. (0-7851-1876-4).
8. Westerfeld, Scott. *Peeps*. Penguin/Razorbill, 2005. \$16.99. (1-59514-031-X).
9. Wooding, Chris. *Poison*. Scholastic/Orchard, 2005. \$16.99. (0-439-75570-0).
10. Zusak, Markus. *I Am the Messenger*. Knopf, 2005. \$16.95. (0-375-83099-5).

For more 2006 award winning books, visit www.ala.org/yalsa/booklists

If you have an idea for the Young Adult Corner, send a quick e-mail to [Stephanie](#) and we'll share all ideas in *The Scoop!*

Book Look

Here are three books nominated for the **2007 Young Readers Choice Award** in the **Junior Division 4th - 6th grades**:



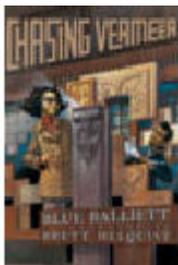
Charlie Bone and the Invisible Boy by Jenny Nimmo

Harry Potter fans are in luck because Charlie Bone and friends are back for the third installment in the series *The Children of the Red King*. The adventure begins at Bloor Academy where the cast of characters are quickly reintroduced. Family disappearances, a sinister new student, and a new art teacher are part of the intrigue that gets the action going. Can Ollie Sparks (brother to the new teacher) be rescued after being turned invisible by a magical blue boa constrictor? What strange powers does the the new student possess? Readers will

love the rollercoaster of thrills and suspense that builds to the end.

Author **Jenny Nimmo** lives in Wales in an old water mill and her menagerie includes chickens, rabbits and cats. Fans of author Jenny Nimmo may be interested in reading an interview at

[/www.clc.org.uk/PAL2002/Plant_Ar_Lein_2002/HTML/TALK_JennyNimmo.html](http://www.clc.org.uk/PAL2002/Plant_Ar_Lein_2002/HTML/TALK_JennyNimmo.html).



Chasing Vermeer by Blue Balliett and illustrated by Brett Halquist

Do you like mysteries? How about puzzles and art? This debut novel mixes all three when a Vermeer painting goes missing, and two plucky students at the Chicago Lab School, Petra and Calder, decide to solve the mystery. The story is aided by the interactive illustrations by Brett Halquist which provide clues to various plot twists and red herrings. Quirky

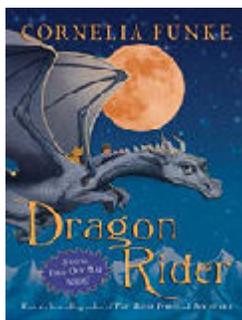
characters and a strong sense of place enrich this story of budding friendship, curiosity and problem solving, bringing all the pieces of the puzzle together at the end for a satisfying finish.

Blue Balliett grew up in New York City and found museums and mysteries fascinating. Read more about her life and see an interview on the Scholastic web site: <http://teacher.scholastic.com/authorsandbooks/events/balliett/index.htm>.

Brett Halquist is perhaps most famous for his illustrations in the Lemony Snickett Unfortunate Event series. He learned to love art from comic books he read as a child. You can play a game of pentominoes featured in *Chasing Vermeer* at: <http://www.scholastic.com/titles/chasingvermeer/>.

Bonus: A Different Place web site has a page devoted to online learning activities related to Chasing Vermeer

<http://www.adifferentplace.org/vermeer.htm>



Dragon Rider by Cornelia Caroline Funke

Written for younger readers than *The Thief Lord* and *Inkheart*, German author Funke's first novel has been translated and is now available in the U.S. The light and gentle plot concerns Firedrake, a silver dragon who uses moonlight for fuel, and Ben, an orphan boy who becomes a Dragon Rider. These two, along with Firedrake's brownie sidekick, fulfill an ancient prophecy to return Firedrake to his ancestral home in the

Himalayas. The voyagers survive numerous scrapes and adventures to bring their journey to a successful conclusion. A full-color foldout map adds to the charm of the story.

A former social worker, **Cornelia Caroline Funke** was inspired to write for children who had not had a positive experience with reading. Read more about her at <http://www.scholastic.com/corneliafunke/bio.htm>.



Upcoming Events

Upcoming Library Conferences:

The 2006 ALA Annual Conference will be held in New Orleans, LA, from June 22-28, 2006. See www.ala.org for more information.

The PNLA (Pacific Northwest Library Association) Annual Conference will be held in Eugene, Oregon from August 9-12, 2006. "Common Spaces and Far Out Places: Libraries in the Pacific Northwest" is this year's theme. See www.pnla.org for more information.

The ALSC National Institute will be held September 14-16, 2006, in Pittsburg, PA. "Children's Services Today and Tomorrow" is the theme of the Association for Library Service to Children's (ALSC) 2006 Institute. For additional information, go to www.ala.org/ala/alsc/alscevents/06Institute.htm.

The Idaho Library Association Annual Conference will be held October 4-5, 2006 in Moscow. "Libraries and All That Jazz" is the theme for the 2006 annual conference. See www.idaholibraries.org/conferences/ for more information.

To apply for CE grants that cover up to \$900 in conference expenses for first time attendance, visit www.lili.org/forlibs/lsta/ce-grants.htm. Contact [Sonja Hudson](#) at the State Library (1-800-458-3271) if you have any questions about the grant program.

June Events:

June is **National Audiobook Month**. The Audio Publishers' Association celebrates June as a month to raise awareness of the audiobook industry. If you are like many readers who also enjoy the occasional audiobook, you might want to learn more about this celebration at: www.audiopub.org

June 9-11 – **Take a Kid Fishing Weekend**. You can learn everything about fishing, from how to use the equipment, to fishing safety, to how to cook your catch at www.takemefishing.org/. In Idaho Saturday, June 10th is Free Fishing Day. Anyone can fish in the state without purchasing a license. All other regulations and limits must be observed.

June 14 – **Flag Day**. Flag Day is believed to have originated in 1885 with B.J. Cigrand, a schoolteacher in Fredonia, Wisconsin. He arranged for students to observe the date that year which was the 108th anniversary of the official adoption of The Stars and Stripes as Flag Birthday. For more information go to www.usflag.org/history/flagday.html and for some fun activities checkout www.educationworld.com/a_lesson/lesson/lesson005.shtml.

June 18 – **Father's Day**. On Mother's Day in 1910, Sonora Smart Dodd listened as her minister spoke of the virtues of motherhood. She was struck by his

omission of the value of fathers. Mrs. Dodd's mother had died in childbirth when Sonora was 16. She observed the enormity of the job that her father had in raising six children on his own on a farm near Spokane and remembered his sacrifices, courage and devotion. Convinced that fathers deserved a special day also, Mrs. Dodd went to her minister. Spokane celebrated its first Father's Day on June 19, 1910. Today over 30 nations celebrate fathers and father figures on a special day. For more go to purpleunicorn.org/holidays/jun/fathersday/mofd.html and www.holidays.net/father/story.htm.

June 18 is also **Reading with Dad Day**. There's some great children's picture books featuring fathers. See the list of titles at: www.minnesotahumanities.org/literacy/dadlist.htm

June 27 – **Helen Keller** was born in 1880. Find more about Helen in the [online museum of the American Foundation for the Blind](http://online.museumoftheamericanfoundationfortheblind.org).

Author Birthdays in June:

June 2 – **Helen Oxenbury** (born in 1938). Her numerous books for children include the Kate Greenaway Medal-winning *Alice's Adventures in Wonderland* by Lewis Carroll, Smarties Book Prize-winning *Farmer Duck* by Martin Waddell, *We're Going on a Bear Hunt* by Michael Rosen, as well as her classic board books for babies. For more about Helen Oxenbury go to www.walkerbooks.co.uk/Helen-Oxenbury

June 3 – **Anita Lobel** (born 1934). Born in Poland of Jewish parents, Lobel's Catholic nanny saved the lives of Lobel and her brother by passing them off as her own children. After five years on the run, they were discovered but managed to survive concentration camps until the end of the war. *No Pretty Pictures: A Child of War* is the memoir of her childhood experiences during World War II. In 2000 her *One Lighthouse, One Moon* was chosen by The New York Times Book Review as one of the ten best illustrated books from among several thousand children's books. More information may be found at www.anitalobel.com/writing.htm.

June 5 – **Richard Scarry** (1919-1994). "I'm not interested in creating a book that is read once and then placed on the shelf and forgotten. I am very happy when people have worn out my books, or that they're held together by Scotch tape." First editions of his 19-cent books presently fetch hundreds of dollars. He wrote and illustrated over three hundred major picture books for children, each one dense with slapstick and visual humor. More than three hundred million copies of his work have exchanged hands. For more go to <http://www.kirjasto.sci.fi/rscarry.htm>

June 10 – **Maurice Sendak** (born 1928). Maurice was sickly as a child and his mother worried about him. In most of his books he draws a moon. This represents Maurice's mother peeking out the window at him when he was young to be sure he was alright. He began his work as an illustrator while still in high school. Perhaps best known for his children's books *Where the Wild Things Are* and *In the*

Night Kitchen, Sendak has spent over fifty years bringing to life a world of imagination and fantasy. Check out <http://falcon.jmu.edu/~ramseyil/sendak.htm> and www.pbs.org/wnet/americanmasters/database/sendak_m.html

June 12 – **Johanna Spyri** (1827-1901). This Swiss author of *Heidi* penned the story of a young girl living in the Swiss Alps in 1880. It became an immediate success and it was during the period of 1879-1884 that Spyri enjoyed her greatest creativity, with a total of twenty stories written. Two of her *Heidi* books have been translated into forty languages with over 20 million copies. Check www.heidi-swiss.ch/en/heididorf/johannaspri01.html

June 12 – **Anne Frank** (1929-1945). Author of *The Diary of a Young Girl*, depicting life during the Holocaust in Germany. See www.annefrank.com for more information. If you live in or visit Boise, you may want to visit the Anne Frank Human Rights Memorial. It is a small educational park located by the Boise Public Library which is on South Capitol Boulevard.

June 14 – **Harriet Beecher Stowe** (1811-1896). The seventh child of a famous Protestant preacher, Stowe is predominantly remembered for her first novel *Uncle Tom's Cabin*. She wrote at least ten adult novels, poems, travel books, biographical sketches and children's books. For more go to <http://digital.library.upenn.edu/women/stowe/StoweHB.html> and www.uwm.edu/Library/special/exhibits/clstext/clspg149.htm

June 15 - **Brian Jacques** (born in 1939). Author Brian Jacques (pronounced "jakes") was born on June 15, 1939 in Liverpool, England. In Liverpool he attended St. John's School where he enjoyed reading and writing adventure stories and tales about animals. In fact, when Jacques was 10, he turned in an animal story that his teacher thought was too good to have been written by a boy. Unfortunately, the teacher never believed that Jacques was really the author and he was punished for plagiarism. For more go to www.kidsreads.com/authors/au-jacques-brian.asp. Some of the books that Brian Jacques has written are *Redwall*, *Mossflower*, *Rakkety Tam* and more. www.redwall.org

June 17 – **James Weldon Johnson** (1871-1938). This well-known black poet and novelist was one of the leaders of the Harlem Renaissance. Also recognized as a songwriter, journalist, critic and diplomat, Johnson was the co-composer with his brother of 'Lift Every Voice and Sing' which became known as the Negro National Anthem. Check out www.english.uiuc.edu/maps/poets/g_l/johnson/life.htm

June 21 – **Patricia Wrightson** (born in 1921). This Australian author has written more than 15 books for children and also adult novels. Wrightson's children's fiction utilizes aboriginal folk-spirits to enrich the tales which she labels as contemporary Australian fantasy. See www.lib.usm.edu/degrum/html/research/findaids/wright.htm

June 26 – **Pearl S. Buck** (1892-1973). Although born in the U.S., Buck spent most of the first 40 years of her life in China where her parents were missionaries.

She graduated from college in Virginia in 1914 and returned to China because her mother was ill. In 1917 she married an agricultural economist and gathered the material she would later use in *The Good Earth* and other stories of that vast land. *The Good Earth* was her second novel. Published in 1931, it was the best selling book in that year and the next. She won the Pulitzer Prize in 1935 and the novel was made into a movie in 1937. In 1938 Buck was the first American woman to be awarded the Nobel Prize for literature. By 1934 she had moved back to the U.S and was active in the civil rights movement and women's rights activities. For more on this fascinating woman go to www.english.upenn.edu/Projects/Buck/biography.html and www.kirjasto.sci.fi/pearlbuc.htm.



Summer Reading News

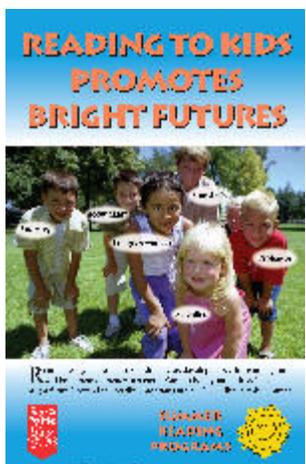
One of the most important reasons that public libraries provide summer reading programs is to help prevent **summer learning loss**. It is a well known fact that over the summer children lose academic progress. However, not all children are impacted in the same manner. Research (Karweit, Ricciuti, and Thompson, 1994) shows that some low income students lose as much as three to four months of progress while children from middle and high-income families actually gain at least a month during the summer.

Another study (*Summer Learning and the Effects of Schooling* by Barbara Heyns, Academic Press, 1978) showed the major factors determining whether a child reads over the summer were:

- whether the child used of the public library
- the child's sex (girls read more than boys)
- socioeconomic status
- distance from home to the library

How can librarians help those children most in need? (from *Building Effective Programs for Summer Learning* by Peten Johnson, U.S. Department of Education, 2000)

- Form partnerships with schools and community groups
- Make programs accessible and convenient for parents
- Involve parents
- Involve volunteers
- Make learning fun for everyone.



Who are the children in your community most in need of participating in summer reading? How will you reach them?

This year the "Bright Futures" summer reading campaign will be focused in **eastern Idaho**. Bi-lingual radio and newspaper ads will run to let parents know how important reading over the summer is for their children.

Libraries in eastern Idaho will also receive two bilingual 11 x 17 inch posters (shown left) to display in various locations in their communities. Posters will be mailed in May. If your library would like extra posters,

contact: [Peggy](#).

 Here's a great idea the **Garden City Public Library** used last year for one of their Summer Reading prizes. They had a drawing (along with other Summer Reading prizes) and the winner got to ride in the city fire truck during Garden City's Summer Parade. Many communities host a Fourth of July parade or other fun celebration. Why not partner with your local fire department for the chance of a lifetime for a lucky youngster! And it's a great way to promote your Summer Reading Program!



School Zone

School libraries in District 84 receive generous gift!

In January, **Southside Elementary School Librarian JoAnn Taylor** received good news to the tune of \$9,000. That's what her school library's share of an anonymous gift turned out to be.

The total donation was divided among the Lake Pend Oreille School District's nine elementary, middle, and high school libraries based on enrollment. Taylor's 200 K-6 students will benefit through the addition of nonfiction, accelerated reader, and reference books. The nonfiction collection will help meet the curriculum needs of the new science program adopted by the district.

Located in Cocolalla, near Sandpoint, the elementary school library's normal operating budget is about \$1,500. Taylor worked with the middle and high school librarians to determine how each school library would spend their money.

The gift came with the condition that the money could not be used to buy furnishings, but Taylor said she was able to purchase three bookcases from her operating budget to accommodate the new collection.

“Teachers are excited about the new materials,” Taylor said. They and the students have been giving her suggestions of items to buy. She is also popular with vendors. “As soon as the word got out, book companies called and visited. Many of them are offering no shipping and discounts.” What Taylor can’t spend in this school fiscal year will be carried over to next year. “We are going to be more modern. I can buy everything.”

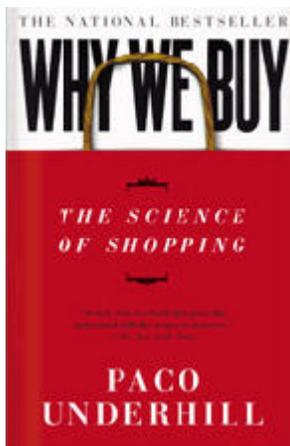
Know the Numbers

Statistics in the May 30th issue of *Woman’s Day* magazine show that young people are reading less these days.

- The biggest decline in reading for pleasure between 1982 and 2002 was among 18- to 24-year-olds, according to *Reading at Risk*, a 2004 study by the National Endowments for the Arts, www.arts.gov/pub/ReadingatRisk.pdf
- The number of 17-year-olds who never or hardly ever read for fun more than doubled between 1984 and 2004, according to the National Assessment for Educational Progress.

(Statistics from “Read It and Weep”, *Woman’s Day*, May 30, 2006. page 122.)

Woman’s Day has teamed up with Scholastic Inc. to present a series of five articles on helping parents teach their kids to love to read. The first article, “Growing a Reader,” focuses on encouraging literacy in grades 3-6. (*Woman’s Day*, May 30, 2006. page 122-125.)



A Closer Look at How Libraries Can Tap into the Science of Shopping

by Stephanie Bailey-White

As a student at the University of Idaho, I took a semester-long class in consumer behavior. It was one of my favorite classes and I’ve been fascinated by information about retailing, marketing, and why we as consumers do the things we do ever since that class. So when I heard that Paco Underhill, the author of *Why We Buy: The Science of Shopping* would be the wrap-up presenter at the Public Library Association Conference, I made sure to attend his session.

Meridian District Library Youth Services Director Jillian Subach also attended the session and has been sharing parts of his book at their staff meetings. They are

planning to put many of the ideas into practice and to revamp the library's layout around the holiday season based on how customers think. "We want to move people through the library. You can learn a lot just by spending some time in popular bookstores about how people browse and what they gravitate toward," she said. "But it's more than just changing how your books and materials are displayed, looking at your signage, and repainting, staff are the ones who will be greeting people and helping them select books. They have to have their hearts into it," she said.

Here's a few of the ideas Underhill mentioned in his presentation and/or book:

- Borrow good ideas from retail. Put more of your books face out!
- Get out on your library floor daily. Look at it from a customer's perspective.
- Reading is a leisure pastime for many people. Think about what makes a good reading experience? How can I create that atmosphere in my library?
- Today's family outing is all about multi-tasking. Families are busy. Can I run in and out of my library quickly? Will the visit motivate someone to repeat the experience or will they say, "I'll never go there again."
- Libraries serve people who love books and knowledge and access to others who love the same things.
- If your staff enjoys working in the library, it shows. It's important to have a good time yourselves.
- Step out from behind the desk as often as possible.
- Think of stores you like. Why do you like them?
- Take a hard look at your circulation counter and see if there are ways to improve it. And take a look at your bathrooms (right now). Are the really clean?

Underhill talks about increasing your conversation rate – the number of people who carry something out of the library. Here's a quote from his book:

"Marketing, advertising, promotion and location can bring people in to the library, but it's the job of the merchandise, the employees and the library to turn them into buyers. Conversation rate measures what you make of what you have – it shows how well (or how poorly) the entire enterprise is functioning where it matters most: in the store. Conversation rate is to retail what battering average is to baseball – without knowing it, you can say that somebody had a hundred hits last season, but you don't know whether he had three hundred at-bats or a thousand. Without conversation rates, you don't know if you're Mickey Mantle or Mickey Mouse."

I think about all the times parents take their kids in for storyhours, but don't check out any books to take home. I was at a library not too long ago for an event that they cancelled a popular storyhour for and several parents didn't get the message. They parked their cars, brought their kids in, and when they realized that it had been cancelled they got back in their cars and went home. They were in the building, but checking out materials wasn't what they had come for and it didn't occur to many of them to do that, thus creating a low conversation rate.

Jillian noted that many of Underhill's observations and suggestions are pretty obvious when you stop to think about them or when you take the time sit in a store and observe people's behaviors. His chapters on how men and women and children shop all make sense in that context. Here's another fairly obvious notion, "Our studies prove that the longer a shopper remains in a store, the more he or she will buy. And the amount of time a shopper spends in a store depends on how comfortable and enjoyable the experience is."

In the second to last chapter of his book, titled "Self Exam," Underhill talks about how we can apply many of the principles discussed in his book by taking the time to observe our customers. Spend time out on the floor and see what areas confuse people. Ask people what could be better. Jillian and the Meridian staff are watching kids to see what items they touch first. What areas do they avoid? Because he uses a bookstore for the example of his self exam, libraries can pick up even more tips. He starts the tour a block away from the bookstore (just substitute the word library every time "store" is mentioned). Can people read the signage that directs them to the building? During his presentation, he spent quite a bit of time talking about parking lots and said, "Go look in your parking lot. People's experience at the library starts and ends there."

His points about how books are displayed is one of the biggest areas of potential improvement for libraries. Here's an excerpt:

"And now we're finally among the books. Here, as in most stores these days, the new releases and featured selections are kept on table-tops, a brilliant innovation for making the distinction between bookstores and dull old libraries, where everything is spine-side-out on a shelf (though even that is changing) . . . Beyond the tables of recent releases, we come upon the traditional bookstore setting – shelves, yards upon yards of straight wooden shelving, maybe six and a half feet tall. Wisely, sections here are grouped by shopper type, so, for instance, cookbooks, health, home and self-help – all, typically, "female" interests – flow from one to the other, while computers, business and sports are all adjacent. Each section is marked with an elegant little sign, but the signs are so elegant, and so little, that they are impossible to see from ten or twenty paces away, which is where such markets should reach. What's the point of a sign announcing "Photography" that's big enough to be read only when you're already standing in that section?"

"The problem with the typical bookstore arrangement of shelving is that it's unimaginative and awkward. Claustrophobic even. How did tall, vertical arrangements of cases come to be the standard? Because that's how people store their books at home? It's a silly reason . . . Just watch how people browse bookshelves – rare and determined is the shopper who intently scans anything much above eye level or below waist-high. It's particularly difficult to see books down low, so you look only if you must. As a result, the books that are banished there by the luck of the alphabetical draw suffer. It's a ludicrous

system: Is there any other store that allows the alphabet to dictate which goods are displayed where?"

There's lots of inexpensive ideas for things we can do right away to improve the experience for our customers including blowing up pictures of book jackets (they are too small to effectively get people's attention) for displays, and providing baskets for people to carry books in. He also mentions the power of booklists and putting book displays together:

"Record stores understand how we all love lists, and especially how shoppers use them as reminders. Bookstores tend to be clueless in this regard. Not only would I display the lists up front, but I'd also stock the books right under them. . . . I'd also tap into THE powerhouse of bookselling today, Oprah Winfrey's book club. I'd stock all those books on one fixture also, and offer a package deal if you bought the collection."

"In the bookstores we visited . . . no attention is paid to giving shoppers headed for the door a parting message, some good reason to return soon. Video stores excel at this via the board where upcoming video release dates are posted. Why don't bookstores tell shoppers that, say, the new Stephen King novel will be in stock in exactly one week? Such a fixture hung over the cashiers [insert the word 'circulation desk' here] would also give those bored people standing in line something to think about."

Several other presentations at the PLA Conference focused on using retailing methods and providing better customer service. We hope to share more ideas from these sessions in upcoming issues of *The Scoop*. If your library has tried some of these ideas or would like to try more retailing methods, send us a quick e-mail about your experiences. Want more information?

- Read *Why We Buy: The Science of Shopping*, by Paco Underhill, ISBN 0-684-84913-5.
- Take a look at these PowerPoint slides from the Richmond Public Library, B.C. They've doubled their circulation by using inexpensive retailing ideas and focusing on customer service: http://www.yourlibrary.ca/Good_to_Great.pdf
- Handouts from the [South Jersey Regional Library Cooperative's trading spaces project](http://www.sjrlc.org/tradingspaces) and information on retailing can be found here. Slides of what their library looks like now are here www.sjrlc.org/tradingspaces .

Tips & Tools

For a listing of high-quality books in Spanish for children and adolescents, go to the web site for the Barahona Center for the Study of Books in Spanish for Children and Adolescents, www.csusm.edu/csb/. The Barahona Center is located at California State University in San Marcos. Isabel Schon, director of the Center has also written *Recommended Books in Spanish for Children and Young Adults, 2000-2004*. Two earlier editions cover the years 1996-1999 and 1991-1995.

New Books at the Idaho State Library:

Digital Inclusion, Teens, and Your Library: Exploring the Issues and Acting on Them, by Lesley S. J. Farmer. Libraries Unlimited, 2005. [027.62 FARMER]

A new entry in the Libraries Unlimited series, *Professional Guides for Young Adult Librarians*, this book addresses the issue of technological equality and the library's role in facilitating digital inclusion for young adults who may be excluded from the technological revolution.

Technology for the Rest of Us: A Primer on Computer Technologies for the Low-Tech Librarian, ed. by Nancy Courtney. Libraries Unlimited, 2005. [025.0028 TECHNOL 2005]

Every librarian needs a basic understanding of computer technologies. This book is a collection of articles written with the intent to improve the technological literacy for librarians so they can communicate effectively with systems personnel, library users and funding authorities. Some of the topics are: wireless local area networks, cybertheft and network security, blogs and RSS, XML, metadata and digitization.

These books and many others in the State Library collection can be checked out either by direct loan to you or through interlibrary loan at your library. Go to www.lili.org/isl/card-application.htm to fill out an application for a State Library card. For more information on borrowing ISL materials, call (208) 334-2150 or (800) 458-3271.

News Beyond Idaho

 **The Family Literacy Project at the Pui Tak Center in Chicago's Chinatown** partnered with the **Chinatown Branch of the Chicago Public Library** for unique literacy event called "Around the World in Fifteen Minutes." Booths featured areas of the world including Africa, Asia, Europe, North America and Mexico. Families visited booths to play ethnic games, make crafts and sampled authentic snacks. Children helped color a world map and children's storybooks from different countries were on display. Parents planned the event and taught the various crafts. The partnership with the Pui Tak Center has helped the library become a gathering place and information outlet for families who are

experiencing American libraries for the first time. (Source: *Illinois Literacy* newsletter, Winter, 2006)

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